

SPECIAL MENTHOL IN-DEPTHs

11/9/82

60 interviews among menthol smokers

32	Male	28	Females
21	18-34	18	18-34
11	35-54	10	35-54

40 White
20 Black

32 Kings smokers
28 100's/120's smokers

3 Markets	# of Interviews Per Market	Dates
- New Jersey (Jeanne, Pam, Rich)	30	11/22-23
- Detroit/Denver (Pam)	15	11/23-24
- Tampa (Karen)	15	11/26-27

Dates
November 22nd - 27th

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